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**This  
is  
always**

**student enterprise  
and employability**



**student enterprise  
and employability**  
Performance Report  
2013/14

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and Employability**

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**student enterprise  
and employability**  
**Performance Report**  
**2013/14**

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Throughout this report, the following abbreviations are used -

- CCW** Chelsea College of Arts, Camberwell College of Arts  
and Wimbledon College of Arts
- CSM** Central Saint Martins
- E&E** Enterprise and Employability
- LCC** London College of Communication
- LCF** London College of Fashion
- MTP** More Than Profit programme
- SEE** Student Enterprise and Employability
- SEP** Student Employability Practitioner

All data in this report is accurate as of 1 August 2014.

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## Introduction

Student Enterprise and Employability (SEE) aims to support our students and graduates to realise their career ambitions. In this, our first Performance Report, we outline the key values underpinning everything we do.

## Web and Communications

Clear and concise communication is central to the effective articulation of the SEE offer to UAL's students, graduates and staff. Our goal is to ensure that they are aware of all the different channels of support that are available to them through our service.



## Events and Showcasing

SEE's programme of tailored events and showcasing opportunities provides an invaluable platform for UAL's creative talent to develop the professional skills they need to build a career in the creative industries.



## Student Employability Practitioners

SEE's Student Employability Practitioners (SEPs) coordinate and facilitate a range of activities across all UAL Colleges, helping us to support as many of the University's students as possible.



## Mentorship Schemes

Access to experienced mentors is a popular and important part of the SEE offer, providing UAL's students and recent graduates with specialist support and encouragement, as well as giving them access to wider professional networks.

## Awards and Funding

SEE provides a range of awards and funding opportunities to all UAL students and recent graduates. We aim to champion creative excellence and provide financial support to help those developing their practice, products and ideas.



## Learning and Teaching

SEE is committed to recognising, supporting and endorsing enterprise and employability expertise across UAL. We do this by developing its impact on teaching, the curriculum and improving the student experience at the University.



## ArtsTemps

UAL's own in-house temp agency provides paid work opportunities within the Colleges and Central Services of UAL, so that students and recent graduates can earn money and gain experience whilst studying, or in the early stages of their career after graduation.



## Creative Opportunities

Creative Opportunities provides a curated selection of job opportunities and paid internships across all disciplines served by the University. All employers are vetted, and job details scrutinised to ensure all opportunities are of a high standard and meet the needs of UAL's students and graduates.

## Own-it

Own-it helps art and design practitioners find the answers they need to queries across all areas of intellectual property within the creative sector, and supports the learning and teaching of IP issues and topics at UAL.



## Artquest

Artquest looks to provide everything visual artists need to know, by facilitating critical engagement and providing practical support. This extends to helping artists make work, sell their work, find work and network.



### SEE's key values:

Providing high-quality enterprise and employability related support, education and opportunities

Achieving equal access and opportunities for all UAL students and graduates to SEE services

Enhancing and improving UAL students' experience and graduate destinations

Improving communications with all UAL students, graduates and staff

### Cléo Férin and Chris Lam | Cléo Férin Mercury

UAL graduate group Cléo Férin Mercury are London-based independent designers, comprising Cléo Férin, LCC | BA Surface Design (2009) and Chris Lam, CSM | BA Graphic Design (2006) who make silk accessories. The pair attended a series of SEE workshops designed to prepare them for selling their work at the Pulse London trade show.

# introduction

Student Enterprise and Employability (SEE) aims to support students and graduates to realise their career ambitions and ‘make and take’ opportunities to fulfil their potential as innovators, practitioners, employees and entrepreneurs. SEE’s offer includes a range of programmes, events, funding schemes, partnerships, online resources and research.

Our targeted services help develop skills, knowledge, networks and employment opportunities. Examples include - Creative Opportunities, Artsmart, Creative Enterprise Week and the SEED Fund. SEE also runs mentoring and graduate internship schemes, the IP advice service Own-It, the visual artist support service Artquest (supported by Arts Council England) and an in-house student and graduate temping agency, ArtsTemps.

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**In this, our first Performance Report, we outline our achievements for the 2013/14 academic year, as well as the combined numbers for the previous three years, thereby encompassing the whole period of SEE since its inception in 2011.**

**Student Enterprise and Employability** is committed to helping UAL’s students and recent graduates to develop practical business skills and their creative practice towards the goal of achieving their career ambitions. The diverse elements within the SEE offer to the University’s students and graduates outlined in this report, combine to provide the networks, skills and knowledge they need to succeed and innovate in the creative and cultural sectors.

**We do this by** delivering a range of events, talks and workshops throughout the year as well as providing extensive online resources, funding, awards, jobs and internship opportunities.

SEE also develops and promotes enhanced learning and teaching in the curriculum on subjects related to enterprise and employability.

# Web and Communications

The Web and Communications team forms a crucial part of SEE in communicating opportunities to students and graduates, ensuring that they are fully aware of all the support that is available to them when they most need it.

Since SEE's inception, the Web and Communications team has built a network of communication channels within UAL and has forged ongoing reciprocal relations with internal and external partners in the clear and concise articulation of the department's offer to the University's current students, graduates and staff.

At the beginning of 2013/14, the Web and Communications team oversaw the migration of SEE's online presence, so that it now sits within the central framework of the UAL website.

This resulted in a 50% increase in traffic to our online content, which now hosts a consolidated and refined menu of online resources that are tailored to the needs of the University's students and graduates.

Finally, in 2013/14 the Web and Communications team developed a new departmental visual language with which to present itself as a distinctive voice within UAL. SEE's new identity was designed to complement the core principles underpinning the wider UAL brand and visual aesthetic.

## SEE has a total of 8 websites –

**Student Enterprise and Employability**  
[arts.ac.uk/student-jobs-and-careers](http://arts.ac.uk/student-jobs-and-careers)

**Artsmart**  
[artsmartlondon.co.uk](http://artsmartlondon.co.uk)

**ArtsTemps**  
[ualartstemps.co.uk](http://ualartstemps.co.uk)

**Artquest**  
[artquest.org.uk](http://artquest.org.uk)

**Creative Opportunities**  
[creativeopportunities.arts.ac.uk](http://creativeopportunities.arts.ac.uk)

**Creative Enterprise Week**  
[creativeenterpriseweek.com](http://creativeenterpriseweek.com)

**FutureMap**  
[futuremap.arts.ac.uk](http://futuremap.arts.ac.uk)

**Own-it**  
[own-it.org](http://own-it.org)

Pages of the main SEE website have been viewed over

# half a million

 times

in the past twelve months

## Top five most visited sections on the main SEE website

Opportunities	157,882
Finding Work	139,672
Resources	77,795
Events	24,188
About SEE	12,430

196,000 unique visitors used the main SEE website over the course of the 2013/14 academic year.

Average monthly users **17,725**

Desktop	14,560
Mobile	1,803
Tablet	1,361

Our combined social media audience on Facebook and Twitter exceeds

# 18,000

 followers

No. of SEE newsletter subscribers

# 9,813

## Facebook Likes

Artsmart	1,961
SEE Creative Network	1,163
ArtsTemps	521

## Twitter Followers

@CreativeOpps	7,439
@ArtsmartLondon	3,358
@SEEtweets	2,514
@FutureMapUAL	757
@ArtsTemps	565

In all, SEE's social media presence includes - a channel of commissioned videos on Vimeo, a network on LinkedIn, visibility on Instagram, three platforms for content on Facebook and five unique voices on Twitter.

A full list of all of SEE's social media channels and associated links can be found at the end of this report.



Images taken at Artsmart 2014.  
 © Lucy Campbell, CSM | BA Graphic Design/Photography (2009)  
 © Giulia Astesani, LCC | MA Photography (2015)

# Events and Showcasing

SEE delivers over 200 free events annually, including two major events programmes each year - Enterprise Week and Artsmart. Throughout the academic year there are practical workshops and events to help develop professional skills, covering topics such as funding, job searching, CV checks and interview skills.

SEE also manages and coordinates the UAL Showroom and organises a range of events, talks and shows in the space all year round, as well as organising showcasing events as part of larger national and international fairs and exhibitions.

The number of visitors to the UAL Showroom, located at High Holborn, has increased fivefold since opening in December 2012. We have had 9 successful showcases, profiling the work of 140 students and graduates.

Artsmart 2014, UAL's graduate career festival, had 3,500 student bookings and welcomed 370 attendees at additional college-based events. 60 events took place alongside hundreds of one-to-one sessions which offered careers, CV and portfolio advice.

Creative Enterprise Week and Awards 2013 saw 1,300 people attend over 35 events, supported by 25 partners who provided inspiring talks, workshops and activities throughout the week-long event.

**In all forms, SEE managed and delivered over**

# 2000

events in 2013/14



## Student bookings by college for SEE events

1,390

**No. of students booked for SEE events (excluding Artsmart and Creative Enterprise Week) in 2013/14. These events are also open to graduates**

Students booked from the following colleges -

**CCW 23% | CSM 18% | LCC 13% | LCF 19% | Unknown 27%**

## Artsmart 2014

Artsmart is SEE's annual end-of-year careers festival for creative graduates.

1,823

**No. of student/graduate attendees**

(4,000 bookings)

Students booked from the following colleges -

**CCW 29% | CSM 27% | LCC 25% | LCF 19%**

*Of which 38% were current undergraduates,*

*28% were current postgraduates, and 34% were Alumni.*

### Events, talks and workshops etc.

36 Talks and workshops at High Holborn

32 Talks and workshops at UAL Colleges

“

It's been a great informal way of meeting people that takes away the awkwardness of networking. Every speaker had great tips to share and were very approachable. The overall experience has been great and it definitely gives you the knowledge and tools you need to begin your career – UAL Graduate

## Creative Enterprise Week 2013

Taking place as part of Global Entrepreneurship Week (GEW), SEE manages Creative Enterprise Week, a week-long programme of workshops and talks aimed at creative start-ups, freelancers, entrepreneurs and innovators.

1,318

**No. of student/graduate attendees**

(2,913 bookings)

Students booked from the following colleges -

**CCW 29% | CSM 27% | LCC 25% | LCF 19%**

*Of which 55% were current undergraduates,*

*33% current postgraduates, and 12% Alumni.*

### Events, talks and workshops etc.

27 Talks and workshops

11 Awards  
(6 main, 4 College,  
and one special collaboration award)

## FutureMap

1,700  
£3,410

**No. of visitors**

(approx.)

**Value of sales**

*In 2013/14, 26 graduating students took part in FutureMap.*

## Pulse Trade Show 2014

800  
£5,000

**No. of visitors**

(approx.)

**Value of sales**

*15 students and recent graduates showcased their work at this year's event.*

## UAL Showroom

Amount of shows **5**

Number of exhibitors **98**

Private View numbers **450**

Visitors (approx.) **7,350**

Value of sales  
(that we have data for)

**£9,075**

Sales at Pop-up

**£3,500**

“

Such a great experience, and we feel so privileged to have been given a space on the stand. We realise how expensive being a part of the show is normally so to have been given that opportunity for such a small fee we are more than thankful for. We felt the space and location were really great, and it was so nice to be part of a bigger collective who really supported each other. Many thanks!!! – UAL Graduate



# Student Employability Practitioners

SEE's Student Employability Practitioners (SEPs) organise and facilitate a range of workshops and seminars supporting skills development for students and graduates in employability and enterprise. Furthermore, working in partnership with the Colleges, SEE provides additional provision, responding to the specific needs of courses and disciplines across UAL.

Additionally, the SEPs deliver SEE introductory presentations to courses and larger programmes, along with regular 'roadshows' at all six UAL Colleges, ensuring that students are aware of all the opportunities on offer; from finding work and internships, to developing business plans and applying for funding. SEPs also support the development of pilot E&E projects with academic staff.

In 2013/14 over

3,000

students have benefited from workshops and talks coordinated and delivered by SEE Student Employability Practitioners to over 90 courses across the Colleges of UAL

“ The Student Employability Practitioner role allows us to communicate all of the opportunities SEE provides directly to students (and staff) by being present in the colleges, via course talks, pop-up events, meetings and workshops. This means we can also hear what students most need and feed this back to the team, ensuring all the areas of the SEE offer are relevant, effective and timely – Louisa Clark | SEE Student Employability Practitioner for CSM & LCF

## 44 SEE course presentations delivered in 2013/14

No. of presentations -  
**CCW 14 | CSM 16 | LCC 4 | LCF 10**

SEE SEPs delivered a series of introductory presentations to various courses across the six Colleges of UAL.

The presentations were designed to introduce those attending to the varied scope and range of programmes open to them whilst a student at the University.

## 30 business and social enterprise workshops delivered in 2013/14

No. of workshops -  
**CCW 15 | CSM 3 | LCC 4 | LCF 8**

In 2013/14, SEE SEPs coordinated a series of business and social enterprise workshops in talk spaces across UAL.

As well as teaching the business basics, the workshops also helped attendees find out more about the various channels of SEE support open to them as a student at UAL.

## 15 employability workshops delivered, such as presentation and interview skills

No. of workshops -  
**CCW 5 | CSM 2 | LCC 4 | LCF 4**

To complement the business and social enterprise sessions, SEE SEPs ran 15 employability workshops in 2013/14.

These workshops were targeted at those interested in exploring different ways of finding jobs in the creative industries, and preparing themselves for the world of work.

## 32 College-based workshops and seminars delivered at Artsmart 2014

No. of workshop and seminars -  
**CCW 15 | CSM 9 | LCC 5 | LCF 3**

For the first time this year Artsmart was delivered not only as a central event taking place at 272 High Holborn, but also as a series of satellite events and workshops at all six Colleges of UAL.

This vastly increased the scope of Artsmart 2014, and improved student engagement with the Artsmart programme compared to previous years.

## 12 SEE roadshows were delivered in 2013/14

No. of presentations -  
**CCW 7 | CSM 3 | LCC 1 | LCF 1**

As part of a concerted effort to increase SEE's visibility to students of all UAL Colleges and across all their various campus locations, SEPs ran a calendar of SEE roadshows throughout 2013/14.

The roadshows offered students the chance to chat with members of the SEE team about how our services could benefit their careers and creative practices.

## 30 College-based workshops and seminars delivered as part of Creative Enterprise Week 2013

No. of workshop and seminars -  
**CCW 6 | CSM 10 | LCC 6 | LCF 8**

Creative Enterprise Week, held as part of Global Entrepreneurship Week (GEW), offered a week-long schedule of talks, events and workshops for current UAL students, recent graduates and members of staff.

In 2013/14, SEE SEPs helped provide 30 College-based workshops and seminars as part of a packed events programme in November 2013.

“ By tailoring the SEE offer to students' needs and the various disciplines taught across the Colleges, we ensure a broad offer of sessions that supports the student journey whatever their chosen field or plans for the future. The SEP role ensures this offer remains relevant by keeping close to the College environment and supporting the existing local activities with a varied and flexible menu of continuous enterprise and employability activities – Ainhoa Acosta | SEE Student Employability Practitioner for LCC



Images taken at CCW, CSM, LCC & LCF.

# Mentorship schemes

The chance to be mentored by an experienced professional is one of the most valuable opportunities available to UAL students and graduates. Evaluation of the pilot Career Mentorship Scheme showed that participants considered mentoring to be more valuable than financial support.

Mentorship can help provide a bridge between the security of university life and the more challenging world of employment beyond.

Not only can a successful mentor/mentee relationship bring clarity and structure to unfolding career plans and business ideas, it also provides a safe environment for exploring and testing new ideas. The consistent support of a mentor who challenges, questions and encourages, can be one of the most important contributing factors to future success.

All UAL students are eligible to apply to be paired with a mentor under the Career Mentorship Scheme and all recipients of SEE funding and awards are eligible for a mentor under the Enterprise Mentorship Scheme.

SEE provides specialist training to both mentors and mentees to help ensure that both parties are able to get the most out of the experience. SEE also carries out detailed evaluation to ensure the schemes are meeting participant expectations and fulfilling our aims and objectives.

SEE has to date provided mentoring for over

1000

students and graduates





Discussing online accounting, market placement, branding and pricing has allowed me to continue with confidence.

**Nadia-Anne Ricketts | BeatWoven**

Alongside financial support, Nadia, CSM | BA Textile Design (2009), received business mentorship having successfully applied to the SEED Fund. BeatWoven is a multi-award winning textiles label, which uses bespoke audio technology to create unique geometric patterned fabrics.

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I wanted to write and let you know that yesterday I found out that my mentee, with whom I am still in touch, has been offered a job as Fashion Editor at Vogue China. I am really proud! – Victoria, SEE mentor.

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SEE's mentorship provision is split into two distinct areas, so that the matching process between mentor and mentee is aligned with the career aspirations of the UAL student or graduate participating in the scheme. Those looking for employment within the creative industries are supported through the Career Mentorship Scheme and those looking to start their own business are matched with a mentor through the Enterprise Mentorship Scheme.

### Enterprise Mentorship Scheme

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**38** mentors took part in SEE's Enterprise Mentorship Scheme between 2011-14

**38** mentees were paired with mentors from the Enterprise Mentorship Scheme between 2011-14

### Career Mentorship Scheme

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**42** mentors took part in SEE's Career Mentorship Scheme in 2013/14

**70** mentees were paired with mentors from the Career Mentorship Scheme in 2013/14

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No. of mentees -  
**CCW** 26% | **CSM** 33% | **LCC** 20% | **LCF** 20%



Images taken from the photographic series *Tenka Kirano* by Emilia Lloret, LCC | MA Documentary Photography (2013).

*Tenka Kirano* is a collaborative project with the Tsáchila Aguavil family, an indigenous group situated in the foothills of the Andes, Ecuador.

Emilia was awarded the 2014 Deutsche Bank Award in Photography for this project.

“

Winning the Deutsche Bank Award in Photography is really special to me because it means I get a year of support and guidance to work on a project I'm really passionate about. It also means I'm able to work at my own pace, which is invaluable when you work in documentary photography – Emilia Lloret, LCC | MA Documentary Photography (2013)

# Awards and Funding

SEE has provided a range of funding opportunities and awards for UAL students and graduates ranging from the £500 social enterprise “Try it” award to the £10,000 MEAD Fellowship award. Around 20% of UAL students and graduates become self-employed or start their own business and early financial and business skills support, allied with access to awards and funding, is vital to improve the prospects of budding entrepreneurs.

237

UAL students and graduates have received a total of

£459,050

in awards and funding to date from SEE (Sept 2011 – 31st July 2014)

SEED Fund £138,150 | Deutsche Bank Awards £60,000 | MEAD £55,000 | MTP £52,000  
Start-up Loans £123,700 | Showcasing Bursaries £30,200

## SEED Fund 2011–13

Total value of awards	£101,650
Total no. of awards	26
Business ventures funded	26
Average value of award	£3,910
No. of applications	169
No. of applications per college -	
CCW 14%   CSM 32%   LCC 27.5%   LCF 27.5%	

## SEED Fund 2013/14

Total value of awards	£36,500
Total no. of awards	10
Business ventures funded	10
Average value of award	£3,650
No. of applications	137
No. of applications per college -	
CCW 20%   CSM 27%   LCC 16%   LCF 36%	
No. of Tier 1 Entrepreneur Visa	
Endorsements to date - 10	

The *SEED Fund* offers University of the Arts London students and graduates (up to two years after graduation) the opportunity to develop their creative ideas into a sustainable business or practice. The fund is also open to those who have an existing project or early-stage business they want to develop further.

Successful applicants get access to a dedicated network of business mentors and Intellectual Property advisors, through the Enterprise Mentorship and Own-It Direct programmes. SEED Fund recipients receive up to £5,000 of funding to help their business grow.

## More Than Profit 2012/13

Total value of awards	£28,000
No. of £500 'Try it' awards	10
No. of £5,000 'Do it' awards	2

## More Than Profit 2013/14

Total value of awards	£24,000
Total no. of awards	24
Average value of award	£1,000

*More Than Profit* was a partnership between SEE, UAL's Design for Social Innovation and Sustainability lab and network (DESIS) and UnLtd, which completed in 2014. 'Try It' and 'Do it' funding awards were designed to help students consider and address a wide range of local or global social, community or ethical issues through social enterprise.

## Start-Up Loans 2013/14

No. of loan recipients	30
Total value of lending	£123,700

Average loans value	£4,123
No. of jobs created	37

University of the Arts London was selected as a *Start-Up Loans* delivery partner to offer accessible low-interest loans for ideas that have the potential to be developed into new businesses. This was a pilot scheme and UAL's role as a delivery partner concluded on 31 March 2014.

## MEAD 2012/13

Total value of awards	£25,000
No. of Fellowship awards	2
No. of Scholarships awards	3

## MEAD 2013/14

Total value of awards	£30,000
No. of Fellowship awards	3
No. of Scholarships awards	2

*MEAD Scholarships* provide awards of up to £2,500 for undergraduate students and the *MEAD Fellowships* £10,000 to new and recent graduates in their pursuit of excellence. The *MEAD Programme* is managed by SEE and supported by Scott Mead, a fine art photographer, philanthropist and investor based in London for over 20 years.

## Industry Showcasing Bursaries 2011–13

Total value of awards	£16,351
No. of awards	75

## Industry Showcasing Bursaries 2013/14

Total value of awards	£13,940
No. of awards	44

SEE offers bursaries for UAL students and recent graduates to research and exhibit at trade shows, industry-focused festivals and large-scale events. There are two types of bursary available, offering funding of up to £1,500 to go towards the cost of exhibiting or showcasing work.

## Deutsche Bank Awards 2011–13

Total value of awards	£40,000
No. of awards	4

## Deutsche Bank Awards 2013/14

Total value of awards	£20,000
Total no. of awards	2

Deutsche Bank and SEE collaborated to run the annual Fashion and Photography Awards at UAL. The programme, launched in 1993, offered practical and financial support to freelance artists, craftspeople, designers and those working in performance, and concluded in its current form in 2014.



**Top left** Spread from *Majestic Disorder*, an arts and culture quarterly magazine, online publication and creative agency. *Majestic Disorder* received financial support from the SEED Fund in 2014, established by Sean Stillmaker, LCC | MA Journalism (2014).

**Top right** Ana Rajcevic, LCF | MA Fashion Artefact (2012), received funding from the SEED Fund to help develop her practice, working in synthetic polymers, metal and leather. Ana went on to win Artist of the Year and Fashion Designer of the Year at the London Global Awards 2014.

**Bottom** Proposal sketch of *Savage*, an agri-design studio in Paris, conceived by 2014 MEAD Fellowship recipient Masami Lavault, CSM | MA Industrial Design (2014).

# Learning and Teaching

At SEE we are committed to articulating the synergies that connect creative practice and learning and teaching for enterprise and employability. Our aim is to recognise, endorse and support the value of enterprise and employability in creative higher education, enhance learning and teaching, share good practice and bridge disciplines and cross-college collaboration, in order to contribute toward a shared university vision for enterprise and employability.

We work closely with our colleagues at all UAL Colleges. Our work includes curriculum research and development, focusing on enterprise and employability learning, teaching and enhancement. We do this through a range of collaborative projects and programmes with academics, courses, research and enterprise centres.

SEE's **Educational Developer** works with Learning and Teaching development and UAL's academic staff to develop and embed enterprise and employability practice within the curriculum and develop projects, opportunities and research.

SEE's **College Academic Coordinators** work to raise the profile of practice, enhancement and scholarly debate into enterprise and employability pedagogy, acting as a link between SEE and colleges. They are a key addition to the team in 2013/14.

To date SEE has invested over

£65,000

in the development of enterprise and employability within learning and teaching and curricula.

## SEE College Academic Coordinators

“ I hope to strengthen the links between CCW courses, research and student progression. Subjects are already critically and creatively connecting their curriculum to professional practice, and I am looking forward to developing this further. I am also interested in skills and knowledge in art school, their critical application and contribution to society  
– Dr Katrine Hjelde | CCW Academic Coordinator

“ I am looking forward to being able to make a positive contribution to the development of innovative teaching, learning, enterprise and employability strategies, and welcome this unique opportunity to contribute sustainable perspectives to a shared vision that unites cross college co-operation, and enhances learning, enterprise and employability opportunities for our students  
– Amanda Johnston | LCF Academic Coordinator

“ I'm working with colleagues across CSM and UAL to build upon and share the good practice in employability and enterprise. I'd like to see our curriculum support every student to build up their personal and professional profile before graduation and enable them to shape their future in line with their ambitions and practice  
– Cath Caldwell | CSM Academic Coordinator

“ The role allows me to increase the awareness of E&E activities within the curriculum and amongst staff at both the Media and Design schools at LCC. Building on my experience of the enthusiasm amongst staff for developing their students' creative attributes, I am keen to support the sharing and development of their good practice  
– Ellen Hanceri | LCC Academic Coordinator

## Staff Development Workshops 2013/14

**3** workshops delivered in 2013/14

**55** UAL staff members attended workshops in 2013/14

“ It's not always easy or practical to try out ideas to enhance the curriculum. Having the funding gave us the resources needed to put our ideas into practice – Deborah Salter, LCC | Senior Lecturer FdA Media Practice and BA Film Practice

## Funding Programmes 2013/14

### Futurising the Curriculum Fund

SEE funding scheme for student engagement projects which investigate the relationship between college disciplines and graduate attributes relating to enterprise and employability.

**Awardees -**

**CSM | How We Work: A conversation between industry and education.** Presentations by industry professionals and current students, exploring key graduate attributes suitable for employment. Andrew Hall, Michelle Salamon and Mike Kelly - Illustration, Graphic Design Communication, CLTAD

**CCW | The Good The Bad & The Ugly: Professional Practice Cycling Tour.** Two unique cycling events, offering access to studios and project spaces of some of London's most exciting creative practitioners. Dr Marsha Bradfield and Claire Heafford - Critical Practice Research Cluster

**LCC | Alumni Print Club.** - An open access print club for selected alumni and current final year students. Tony Braithwaite - Surface Design, Spatial Design, Illustration, Graphic Design.

**£9,000** was awarded in total

### Curriculum Development Fund Enterprise and Employability

SEE funding scheme to support staff at UAL to develop new knowledge of enterprise and employability learning in course curriculum development.

**Awardees -**

**£9,738 | Heather Pickard and Liz Gee, LCF**  
Learning and Resource Development:  
Mentor Me Mentor You

**£8,000 | Anne Marr and Deborah Salter, CSM/LCC**  
Action Research Project: CSM/LCC Alumni Involvement and Student Employability Project

**£5,000 | Susan Postlethwaite, LCF**  
Partnership Development:  
Fashion Futures

**£2,600 | Katrine Hjelde and Richard Elliott, CCW**  
Showcasing of Practice:  
Workshop in the Workshop

**£25,338** was awarded in total

# ArtsTemps

ArtsTemps launched in 2009, creating an in-house staffing bank of students and graduates, placing them in temporary positions within the University. ArtsTemps' key objective is to provide students and graduates with opportunities to help them fund their time at university and develop knowledge and skills ready for employment, as well as to develop a UAL business model which helps the University make substantial financial savings by reducing the use of external recruitment agencies.

Having now been in operation for five years, ArtsTemps is continuing to achieve its objectives each year, whilst hitting considerable milestones along the way. In the last two years, ArtsTemps has also focused on investing in employability projects to further benefit students and graduates.

The total value of salaries paid to UAL students and graduates through ArtsTemps to date is

£2,911,090

The total value of salaries paid in 2014 alone (as of 1 August) is £828,519

**ArtsTemps** is University of the Arts London's in-house temp recruitment agency. The service is open to all current UAL students, and graduates up to a year after graduation.

There are

781

students registered to work via ArtsTemps currently

There were

1,350

temps placed in roles across UAL in 2013/14

In 2013/14, two thirds of job placements were to work within Central Services at UAL, with the remainder spread across the Colleges. Of those, LCF was the most significant employer, accounting for over half of all College placements last year.

No. of placements per location, 2013/14 -  
**Central Services** 873 | **CCW** 122  
**CSM** 82 | **LCC** 24 | **LCF** 249

**Top five UAL departments who employed ArtsTemps in 2013/14**

No. of temps employed -

LCF	248
Accommodation Services	176
SEE	141
CCW	122
Libraries	132

No. of placements per location, 2012/13 -  
**Central Services** 804 | **CCW** 111  
**CSM** 110 | **LCC** 38 | **LCF** 201

**No. of students placed in roles by ArtsTemps per College in 2013/14**

No. of students by college -

CCW	157
CSM	142
LCC	127
LCF	120

Overall, total placements have increased from 1,164 in 2012/13 to 1,350 in 2013/14, an increase of 15%.

A portrait of Mehreen Talpur, a young woman with long, dark, wavy hair and bangs. She is wearing a dark-colored sweater with horizontal stripes in a lighter shade. She is looking directly at the camera with a slight smile. The background is a solid, light yellow color.

**The benefit of working through ArtsTemps is that it allows me to work and earn money without taking too much time away from my studies.**

**Mehreen Talpur | ArtsTemp**

Mehreen, CSM | BA Graphic Design (2014), has worked in a number of roles through ArtsTemps whilst studying at UAL, earning valuable work experience and transferable skills to apply to her career after graduation.

# Creative Opportunities

The Creative Opportunities jobs board is the most popular site in the SEE family of websites and attracts almost half a million visitors each year. This makes it the third most visited area of the UAL website. The jobs board listed over 3,500 new creative industries jobs and 700 internships in 2013/14 and currently has over 7,000 register employers. Creative Opportunities is currently in the process of developing and commercialising the site, to offer featured job adverts, banner advertisements as well as a bespoke recruitment service.

Creative Opportunities only advertises positions and internships which comply with the National Minimum Wage and has developed a rigorous and comprehensive Internship Policy which offers helpful advice on best practices for employers seeking to develop internship programmes.

Creative Opportunities listed over

3,500

new creative industries jobs and 700 paid internships in 2013/14

Just wanted to say what a great facility your online job advertising is. I have had a huge response to my advert and a great calibre of applicant, so thank you very much; it's been more successful than a recruitment agency and hopefully also helps get a student or recent graduate on to their career path – Red Creative



**Creative Opportunities jobs**

<b>Total no. of opportunities advertised in 2013/14</b>	<b>4,240</b>
Average no. of opportunities per month	353
<b>Total job vacancies advertised in 2013/14</b>	<b>3,531</b>
Average no. job vacancies advertised per month	294
<b>Total no. of internships advertised in 2013/14</b>	<b>709</b>
Average no. of internships advertised per month	59

**Creative Opportunities employers**

<b>Total no. of registered employers to date</b>	<b>7,244</b>
<b>No. of new registered employers in 2013/14</b>	<b>2,004</b>
No. of new employers advertising jobs per month	167
Percentage full time jobs	45%
Percentage of freelance jobs	31%
Percentage part time jobs	18%
Percentage of internships	17%
Percentage temporary jobs	6%

**Size of employers advertising jobs**

85% small | 12% large | 3% medium



**The calibre of talent available through Creative Opportunities is the best in the world, with a perfect blend between creative ability and commercial acumen.**

**Sam Middleton | The Chapar**  
Sam, LCF | Graduate Diploma in Fashion Management (2012), Founder & MD of The Chapar has since gone on to recruit staff for vacant positions in his business via Creative Opportunities.

# SEE

## Own-it

**Own-it is the Intellectual Property advice and education programme within SEE. It helps creative practitioners to protect and manage their Intellectual Property and recognise the value of IP for their future career.**

Own-it provides a wide range of services, from online information about various IP issues such as copyright and trade marks, to an online enquiries system.

Own-it also offers tailored workshops and seminars across UAL, as well as offering members the opportunity to book surgeries with IP lawyers if they have a specific question or would like a contract reviewed.

Own-it works with a network of IP advisers including leading law firms, law schools and specialists at various trade organisations associated with the creative industries.

Membership is open to all. However, UAL students, recent graduates and staff get free access to all services, while external users pay a small nominal admin fee for some services, such as IP clinics etc.

**In total over**

# 5000

**UAL students attended Intellectual Property (IP) seminars in 2013/14**

# 45

current students / graduates received individual IP advice from lawyers in 2013/14

# 5011

current students / graduates attended either an IP seminar or workshop in 2013/14

# 107

external recipients of individual IP advice from lawyers in 2013/14

# 15

IP training sessions provided for UAL staff in 2013/14

### Own-it website 2013/14

No. of unique visitors to website	46,947
No. of online queries	493

### Top 3 most popular website pages

Ask us (advice section)	3.46%
Contracts	3%
IP Know How	2.3%

### IP seminars/workshops provided for UAL students/graduates in 2013/14

Total no. of IP events provided	31
CCW 2   CSM 11   LCC 6   LCF 7   SEE 5	

Own-it is the only website in the UK to provide IP information and advice for the creative sector. The advice is practical, tailored to your situation and without legal jargon.

So, if you want to know what to do when you receive your first commission or if you want to use other people's material in your work, ask us - [www.own-it.org/advice](http://www.own-it.org/advice).

# SEE Artquest

Artquest helps visual artists by connecting them to the resources, opportunities and networks they need to develop and sustain their practice and careers. They achieve this through a free, content-packed website with over 2,000 pages of listings, articles, audio interviews and videos relating to all areas of practice and working life as an artist. They host an online specialist art legal archive and information service, global country guides and an international networking and studio exchange website. All this is complemented by an extensive portfolio of offline projects and activities such as residencies, conferences, publications and more.

Artquest is run by a small team of part-time staff who are also artists, so they understand the challenges and context of these careers. Their ambitious programme is delivered in partnership with a range of respected arts organisations from within the capital and beyond. Artquest receives regular annual funding from Arts Council England.

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If there is a secret to creative sustainability, Artquest might just be it – Artist programme feedback

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# 2011-2013

303,360 unique visitors to the Artquest website.

## Top 3 most popular website pages

Opportunities	32%
How to	15%
Art Directory	15%

86 talks and workshops

5,815 attendees at Artquest events

182 artists employed through Artquest opportunities

£27,600

Value of funding awards made to artists

Of which UAL alumni received £19,300

# 2013/2014

222,277 unique visitors to the Artquest website.

## Top 3 most popular website pages

Opportunities	33%
How to	15%
Art Directory	15%

46 talks and workshops

2,071 attendees at Artquest events

102 artists employed through Artquest opportunities

£20,500

Value of funding awards made to artists

Of which UAL alumni received £12,900

Artquest helps visual artists to help themselves through our diverse and ambitious programme of research, residencies, resources, opportunities, bursaries and debates. Artists cannot be solely concerned with creating new artwork - they are often poorly paid, mostly operate as sole traders or small businesses, and have precarious career paths.

From finding an affordable studio to learning how to sell work, Artquest supplies the full spectrum of relevant and up-to-date advice, skills, knowledge, and information. Artquest maintains both a broad range of resources that are useful to artists, and encourage critical thinking to consider personal circumstance and career choice relating to their own practice - Russell Martin, Programme Director | Artquest



Detail from *Daily Navigations* by LIFE BOAT 24/7 exhibitor Isabelle Gressel, Chelsea | BA Fine Art (2012).

Through playful sculptures, video and performance, Isabelle explores the dialogue between the rhythms of everyday life and the personal narratives that unfold through them.



*Refuge* by LIFE BOAT 24/7 exhibitor Michael McManus, Wimbledon | BA Fine Art: Painting (2012).

Painting from collages constructed from collected photographs, Michael's most recent work focuses on abandoned sculptural and architectural forms.

LIFE BOAT 24/7 was an exhibition held in the UAL Showroom from 13 January – 21 March 2014, coordinated by SEE, showcasing work by four recipient's of Artquest's UAL LIFE BOAT award.

LIFEBOAT is a year-long residency and career support programme for UAL BA Fine Art graduates. Recipients are given free studio space for a year and quarterly critiques from Q-Art, an organisation that supports art students, graduates and self-trained art practitioners.

# SEE

student enterprise  
and employability

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ArtsTemps

ARTQUEST

creative  
opportunities

 own-it  
Intellectual Property  
Advice for the  
Creative Sector

**student enterprise  
and employability**  
Performance Report  
2013/14



# student enterprise and employability

## Performance Report 2013/14

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Student Enterprise and Employability (SEE) aims to support students and recent graduates to realise their career ambitions and 'make and take' opportunities to fulfil their potential as innovators, practitioners, employees and entrepreneurs. SEE's offer to UAL's students and graduates includes a range of programmes, events, funding schemes, partnerships, online resources and research.

In this, our first Performance Report, we outline the numbers that highlight our key achievements for the 2013/14 academic year and also the combined numbers for the previous three years, thereby encompassing the whole life of SEE since inception in 2011.

This report is also an opportunity to share some of the creative talent of the individuals that have engaged with SEE over the past twelve months, whether through our awards and funding programmes, or as part of one of our many exhibitions and showcases during 2013/14.

All data used in this report is accurate as of 1 August 2014.

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ArtsTemps

ARTQUEST

creative  
opportunities

 own-it  
Intellectual Property  
Advice for the  
Creative Sector

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